PHILIP MORRIS U.S.A.
INTER - OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: Denise F. Keane

Date: September 28, 1978

From: Marketing Research Department

Subject: Galaxy

As per your request to Al Bissmeyer, below is the information on the Galaxy brand which you need:

1960 - Galaxy was trade marked

1965 - first full year Galaxy was in national distribution in the U.S.

Annual Volumes for Galaxy
Add (000,000)

1964 (from April to December) 10

1965	726	1972	95
1966	576	1973	85
1967	322	1974	75
1968	243	1975	64
1969	174	1976	49
1970	135	1977	39
1971	110	1978(est)	30

I hope this information is sufficient for your needs.

Barbara S.G. Weinstein

Barbara S.G. Weinstein

BSGW:mah

cc: A.J. Bissmeyer
J. Spector
J.N. Zoler

2042525792

Source: https://www.industrydocuments.ucsf.edu/docs/qjfh0005